

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application. Please amend the claims as follows.


ai 1. (currently amended) A method for ~~selling~~ displaying a ring, comprising:  
providing a display in close proximity with the ring, wherein the display has a defined love story theme and a signature jewelry collection associated with it;  
providing a first insignia on an inner diameter of a shank of the ring;  
providing a second insignia on a portion of the ring that is visible when the ring is positioned on a finger;  
delivering the ring in a box, the box containing a miniature book containing at least one love story that is associated with the love story theme; ~~and~~  
providing a presentation folder to be associated with the ring that is configured for movement between open and closed positions, the folder containing a personalized love note and a certificate of authenticity that are disposed for viewing when the ~~booklet~~ folder is in the open position;  
encouraging a correlation between the ring with the defined love story theme and signature jewelry collection by emphasizing and enhancing the romantic significance of the ring, and  
promoting a purchased ring to be associated with the personalized love note and the defined love story theme.

2. (original) The method as defined in claim 1, wherein the step of providing a second insignia includes providing a heart-shaped insignia.

3. (original) The method as defined in claim 1, wherein the step of providing a display includes providing a framed picture, wherein the picture portrays a scene that is associated with the defined love story theme.

4. (original) The method as defined in claim 1, wherein the step of providing a display includes providing a caption that is logically associated with the defined love story theme.

5. (original) The method as defined in claim 1, wherein the step of providing a display includes providing a quote that is associated with love or romance.

 6. (original) The method as defined in claim 1, wherein the ring is a diamond ring.

7. (original) The method as defined in claim 1, wherein the step of providing a second insignia includes providing a red heart on the inner diameter of the shank of the ring.

8. (original) The method as defined in claim 1, wherein the step of providing a second insignia includes providing the words "Love Story" on the inner diameter of the shank of the ring.

9. (original) The method as defined in claim 1, wherein the step of providing a first insignia includes providing a heart shape near the setting of the ring.

10. (currently amended) A jewelry assembly for enhancing the sale of a ring comprising:

a display disposed in close proximity with the ring, wherein the display ~~has~~ is decorated with a defined love story theme and a signature jewelry collection associated with it therewith;

a first insignia disposed on an inner diameter of a shank of the ring;

a second insignia disposed on a portion of the ring that is visible when the ring is positioned on a finger;

a box for holding and storing the ring, the box containing a miniature book containing at least one love story that is associated with the love story theme; and

a presentation folder to be associated with the ring that is configured for movement between open and closed positions, the presentation folder containing a personalized love note and a certificate of authenticity that are disposed for viewing when the ~~booklet~~ folder is in the open position;

so that the ring is associated with the defined love story theme and signature jewelry collection thereby emphasizing and enhancing the romantic significance of the ring, and a recipient of the purchased ring associates the ring with the personalized love note and the defined love story theme.

11. (currently amended) The ~~method~~ jewelry assembly as defined in claim 10, wherein the display includes a framed picture, wherein the picture portrays a scene that is associated with the defined love story theme.

12. (currently amended) The jewelry assembly as defined in claim 10, wherein the display includes a caption that is logically associated with the defined love story theme.

13. (original) The jewelry assembly as defined in claim 10, wherein the display includes a quote that is associated with love or romance.



14. (original) The jewelry assembly as defined in claim 10, wherein the ring is a diamond ring.

15. (original) The jewelry assembly as defined in claim 10, wherein the second insignia includes a red heart.

16. (original) The jewelry assembly as defined in claim 10, wherein the second insignia includes the words "Love Story".

17. (currently amended) A method for ~~selling~~ displaying an article of jewelry comprising:

providing a display apparatus in close proximity connection with the article of jewelry, wherein the display has a defined love story theme associated with it;

delivering the article of jewelry in a box, the box containing at least one miniature book printed with a love story that is associated with the love story theme; and

providing a presentation folder to be associated with the jewelry article containing a personalized love note, the presentation folder further including a graphic image that is associated with the love story theme;

encouraging a correlation of the article of jewelry with the defined love story theme and signature jewelry collection thereby emphasizing and enhancing the romantic significance of the ring, and

promoting an association of the ring with the personalized love note and the defined love story theme.

18. (original) The method as defined in claim 17, wherein the article of jewelry is a ring.

19. (original) The method as defined in claim 17, further including the step of providing a heart shape shaped insignia with the article of jewelry.

20. (original) The method as defined in claim 17, further including the step of providing the words "Love Story" on the article of jewelry.

21. (new) The method as defined in claim 1, further including the step of providing the presentation folder to the recipient simultaneously with the above elements.

22. (new) The method as defined in claim 1, further including the step of delivering the presentation folder to the recipient after the above elements; thereby reinforcing a memory of a romantic purchasing experience.

23. (new) The assembly as defined in claim 10, further comprising:  
providing the presentation folder to the recipient simultaneously with the above elements.

24. (new) The assembly as defined in claim 10, further comprising:  
delivering the presentation folder to the recipient after the above elements;  
thereby reinforcing a memory of a romantic purchasing experience.

25. (new) The method as defined in claim 17, further comprising:  
providing the presentation folder to the recipient simultaneously with the above elements.

26. (new) The method as defined in claim 17, further comprising:  
delivering the presentation folder to the recipient after the above elements;  
thereby  
reinforcing a memory of a romantic purchasing experience.